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Price List

The Bonnewitz Gardens

Its History and Business Methods

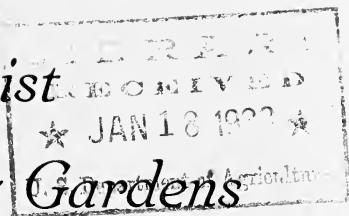
I became interested in peonies in September, 1900, and I joined the American Peony Society in 1916, the year in which the National Peony Show was held in New York, where JUBILEE took its first prize in the amateur class.

The Bonnewitz Peony Gardens were started in 1920, the year the National Show was held in Reading, Pennsylvania, where JUBILEE for the second time won that most coveted of all prizes, the one for the best six blooms of any variety and of any color. KELWAY'S GLORIOUS, LE CYGNE, JUBILEE and PHILIPPE RIVOIRE were the four varieties which every peony enthusiast wanted at that time, and fortunately for me, although I had less than an acre of peonies, I had reasonably large stocks of these varieties which were selling at that time at from \$15.00 to \$40.00 for a standard division.

I knew nothing whatever about the manner in which a peony mail order business should be conducted except what I had learned from other growers as I purchased roots from them. I had come into personal contact with Mr. Shaylor through a visit at his home and in his garden, and I had complete confidence in his judgment on peonies and in his business methods. At that time all peony catalogues stated that a standard division should have from three to five eyes, but I noticed that every root which Mr. Shaylor sent me had at least five eyes, and so my first price list stated that every division from the Bonnewitz Gardens would have at least five eyes, for I naturally wanted to give as good roots as did the grower whose knowledge and business methods I respected.

While purchasing American peony roots from American growers, I was also buying European peony roots from Mr. Lemoine in France, and with my very first shipment he included *gratis* a division of a yellow hybrid tree peony, and that gift made an extra warm spot in my heart for him which has continued to this day. Of course I wanted all my customers to have the same friendly feeling for me which I have for Mr. Lemoine, and so when I began to fill my orders, I followed his example and included one or more *gratis* roots with each shipment.

As an amateur I had ordered one of the Pleas peonies, and the grower who made the division sent me a large root with five eyes, but he had made a false cut with the knife and in shipping it to me one eye with a portion of the root was broken off. I was very sorry, for I felt that one eye on a piece of root not much larger than my thumb was worthless, but nevertheless I planted it carefully and much to my surprise it not only grew but it bloomed the first year. That same plant gave me another surprise, for at the end of the fourth year it was larger and better in every way than its sister plant which started with four eyes. This of course does not always happen, but my experience has taught me that small divisions of vigorous varieties, when properly planted, watered and cultivated, are quite likely to make as good plants in three or four years as are divisions with three, four or five eyes.



With this knowledge in mind, I stated that purchasers of my roots could divide them into smaller divisions and that with careful planting and winter mulching, excellent results could be expected.

One of my prospective customers wrote me, saying that she, with two of her friends, would like to buy a \$25.00 JUBILEE from me if I would divide it into three pieces for them, which of course I was very glad to do. This gave me the idea that many other peony enthusiasts might be glad to have the opportunity of buying small divisions of high priced varieties at prices in proportion to the size of the divisions.

In my second price list, issued later in the season, I incorporated the offer of smaller divisions at smaller prices. As the result of this new idea together with the inclusion of gratis plants with each purchase, I sold that first season to the members of the Peony Society whose names constituted my entire mailing list and to their friends to whom they gave my price lists, over \$6,500 worth of peonies. The next year I began to sell irises and I experimented with advertising and the business for the season amounted to over \$10,000.

My daughter Alice and I spent the first seven months of the following year (1922) in Europe where I visited Mr. Dessert and Mr. Lemoine in their gardens in France, and also the Kelway garden in England, but notwithstanding this absence, the remaining five months of the year resulted in more business than the full twelve months of the previous year.

During the three following years, 1923-1924 and 1925, in which I continued to sell small divisions and to include gratis plants, the business increased first to over \$18,000, then to over \$24,000, and finally to over \$39,000.

With the records of these early years in the peony game, both my sister and I are sure that our customers will appreciate the offer of small divisions and the inclusion of gratis plants in their shipments.

We earnestly solicit business on standard divisions, for it is more profitable to sell divisions of that size, and we promise that each of our standard divisions will have at least five eyes. We offer smaller divisions which we call "Bonnewitz Divisions" and each of them will have at least two eyes. In some varieties we offer also one year plants which have been grown from one eye divisions of the stock we obtained in the final settlement of the sale of our garden in 1928. These one year plants will be vigorous, but next year will probably produce only two, three or four stems to each plant.

In this year of depression, we believe that many peony lovers will welcome the opportunity to add to their gardens new varieties in smaller divisions at smaller prices.

All shipments where possible will be made by express, and express charges are to be paid by purchaser. We know that it is the custom of many peony growers to prepay the delivery charges, but we wish to feel free to send you the largest possible roots for the money you send us, and we wish to feel free to give you a gratis plant or two. But large plants and gratis plants will increase the weight, and we will not lead ourselves into the temptation of sending you small plants in order to save express charges.

We want you to be so well satisfied with the plants you receive from us that you will forget that you had any express charges to pay.

Where roots must be sent by parcel post we will follow your instructions, even though your expense for their transportation and return charges will probably be greater than if you had the opportunity to use express.

Double Peonies

Rating		5-Eye Divisions	1 Year Plants	Bonnnewitz Divisions \$
8.6	Albert Crousse (Crousse). Late pink.	\$ 1.00		.50
9.5	Alice Harding Lemoine). Midseason, cream. . .	25.00	15.00	10.00
8.6	A. P. Saunders (ThurLOW). Late white.		3.00	
7.5	Atrosanguinea (Calot). Midseason, red. . . .	1.00		.50
8.7	Auguste Dessert (Dessert). Midseason, deep pink.	3.00	1.80	1.20
8.7	Avalanche (Crousse). Midseason, white. . . .	1.00		.50
8.8	Ball O' Cotton (Franklin). Late midseason, white.	3.00		1.20
9.0	Baroness Schroeder (Kelway). Late midsea- son, white.	1.50	1.00	.60
8.5	Bayadere (Lemoine). Late midseason, white. .	4.00		1.60
7.9	Beauty's Mask (Hollis). Midseason, pink. . .	1.50		.60
8.4	Candeur (Dessert). Late midseason, pink. . .	2.50		1.00
8.5	Charles Neidel (Wettengel). Midseason, pink	1.50		.60
	Charles Verdier (Calot). Late, rose color. . .	2.00		.80
8.6	Cherry Hill (ThurLOW). Early red.	2.50	1.20	1.00
8.5	Coronation (Kelway). Late midseason, pink.	2.50		1.00
8.4	David Harum (Brand). Midseason, light crim- son.	2.50	1.50	1.00
9.1	Doris (Shaylor). Midseason, pink.		3.00	
	Dorothy E. Kibby (). Midseason, white	1.00		.50
8.1	Duchesse De Nemours (Calot). Early, white	1.00		.50
9.1	Edwin C. Shaw (ThurLOW). Late midseason, pink.		5.00	
9.2	Elizabeth Barrett Browning (Brand). Late, white.	2.00	1.20	.80
7.8	E. G. Hill (Lemoine). Midseason, deep rose. .	2.50	1.50	1.00
9.0	Ella Christiansen (Brand). Midseason, pink.		15.00	
8.7	Elwood Pleas (Pleas). Late, pink.	1.50		.60
8.0	Enchantment (Hollis). Midseason, old rose. .	1.00		.50
8.9	Enchanteresse (Lemoine). Late, white.	2.50		1.00
8.0	Etta (Terry). Very late, splendid pink. . . .	1.00		.50
8.3	Eugene Verdier (Calot). Midseason, pink. . .	1.50		.60
8.6	Eugenie Verdier (Calot). Midseason, pink. .	1.00		.50
8.5	Exquisite (Kelway). Midseason, pink.	2.00	1.20	.80
8.4	Felix Crousse (Crousse). Midseason, red. . .	1.00		.50
7.5	Floral Treasure (Rosefield). Midseason, pink	1.00		.50
8.9	Floweret of Eden (Neeley). Midseason, pink		7.50	
8.6	Francis Shaylor (Shaylor). Midseason, white	1.50		1.00
9.3	Frankie Curtis (Vories). Midseason, white. .		10.00	
9.1	Frances Willard (Brand). Midseason, white.	2.50	1.50	1.00
8.9	Georgiana Shaylor (Shaylor). Midseason, pink.	2.50	1.50	1.00
8.5	Germaine Bigot (Dessert). Midseason, pink.	1.00		.50
	Gloriana (Neeley). Midseason, pink.	20.00	12.00	8.00
8.8	Grandiflora (Richardson). Late, pink.	1.50		.60
8.5	Inspecteur Lavergne (Dorait). Early, red. . .		10.00	
8.7	James R. Mann (ThurLOW). Midseason, pink. .		3.00	
9.2	Jeannot (Dessert). Late pink.	4.00	2.40	1.60
8.9	Jubilee (Pleas). Midseason, white.	2.50		1.00
8.6	Judge Berry (Brand). Early, pink.	2.50	1.50	1.00
8.8	Karl Rosenfield (Rosefield). Midseason, red.	1.00		.50
9.8	Kelway's Glorious (Kelway). Midseason, white.	5.00	3.00	2.00
9.1	Lady Alexandra Duff (Kelway). Midseason, pink.	2.00	1.20	.80
7.8	La Fayette (Dessert). Midseason, pink. . . .	1.50		.60

DOUBLE PEONIES

Rating		5-Eye Divisions	1 Year Plants	Bonnwitz Divisions
9.2	La Fee (Lemoine). Midseason, pink.....	5.00		2.00
9.0	La France (Lemoine). Late pink.....	3.00		1.20
8.6	La Lorraine (Lemoine). Midseason, white..	5.00		2.00
8.8	Laura Dessert (Dessert). Midseason, white and yellow	4.00	2.40	1.60
9.9	Le Cygne (Lemoine). Early, white.....	5.00	3.00	2.00
9.0	Longfellow (Brand). Midseason, red.....	2.00	1.20	.80
8.4	Lora Dexheimer (Brand). Midseason, red...	1.50	1.00	.60
8.7	Luetta Pfeiffer (Brand). Early, light pink...	2.50		1.00
7.9	Madame Crousse (Calot). Midseason, white.	1.00		.50
8.5	Madame Emile Gallee (Crousse). Late, light pink	1.00		.50
8.2	Madame Gaudichau (Millet). Midseason, red	3.00		1.20
9.4	Madame Jules Dessert (Dessert). Midseason, cream white	2.00	1.20	.80
9.0	Mabel L. Franklin (Franklin). Midseason, pink.		2.50	
8.7	Madelon (Dessert). Light pink, late.....		5.00	
8.5	Marie Lemoine (Calot). Late, white.....	1.00		.50
8.4	Marguerite Gerard (Crousse). Midseason, pink	1.00		.50
9.1	Martha Bulloch (Brand). Late, pink.....	4.00	2.40	1.60
9.0	Marvel (Secor). Late, pink.....		10.00	
8.7	Mary Brand (Brand). Midseason, red.....	1.50	1.00	.60
8.5	Maud L. Richardson (Hollis). Late, pink...	1.50		.60
8.7	Mignon (Lemoine). Midseason, pink.....	2.50		1.00
8.9	Minnie Shaylor (Shaylor). Semi-double. Mid- season, pink	10.00	6.00	4.00
7.7	Mireille (Crousse). Late, white.....	1.00		.50
	Miss Henninger (Terry). Midseason, flesh- white	5.00	3.00	2.00
7.8	Miss Salway (Kelway). Midseason, white...	2.50		1.00
9.6	Mrs. A. M. Brand (Brand). Late, white....		10.00	
9.3	Mrs. Edward Harding (Shaylor). Midseason, white	4.00	2.50	1.60
8.4	Mrs. John Smythe Fogg (Hollis). Midseason, pink.	1.50		.60
9.0	Mrs. Shaylor Force (Shaylor). Midseason, white	7.50	4.50	3.00
8.4	Mont Blanc (Lemoine). Midseason, white...	1.50	1.00	.60
9.2	Monsieur Jules Elie (Crousse). Early, pink...	1.00		.50
8.8	Monsieur Martin Cahuzac (Dessert). Darkest red, early	2.50	1.50	1.00
8.2	Moses Hull (Brand). Midseason, pink.....	1.50		.60
9.1	Myrtle Gentry (Brand). Late, dainty pink...		12.50	
9.0	Nina Secor (Secor). Midseason, white.....	5.00		2.00
8.8	Nymphaea (ThurLOW). Midseason, cream white	2.00		.80
8.5	Opal (Pleas). Midseason, pink.....	2.00		.80
8.2	Pallas (Terry). Midseason, semi-double, pink.	4.00	2.50	1.60
8.4	Pasteur (Crousse). Late, pink.....	1.50		.60
9.2	Philippe Rivoire (Riviere). Dark crimson, long season	6.00	3.60	2.50
8.8	Phoebe Cary (Brand). Late, pink.....		1.50	
9.0	Phyllis Kelway (Kelway). Midseason, rich pink.	4.00	2.40	1.60
8.2	Pierre Duchartre (Crousse). Late, pink....	1.50		.60

DOUBLE PEONIES

Rating		5-Eye Divisions	1 Year Plants	Bonne- witz Divisions
9.3	President Wilson (ThurLOW). Late, rose pink	12.50	7.50	5.00
8.6	Primevere (Lemoine). Midseason, white and yellow	2.50	1.50	1.00
	Quaker Lady (Pleas). Midseason, cream white	1.50		.60
8.3	Rachel (Lemoine). Late, midseason, pink	3.50		1.50
9.0	Raoul Dessert (Dessert). Late, pink	4.00		1.60
8.7	Reine Hortense (Calot). Midseason, pink	1.50		.60
8.8	Richard Carvel (Brand). Early, Red	2.00	1.20	.80
9.0	Rosa Bonheur (Dessert). Late, pink	2.50	1.50	1.00
9.1	Rose Shaylor (Shaylor). Midseason, pale flesh pink	10.00	6.00	4.00
8.8	Rosette (Dessert). Early, pink		1.25	
9.0	Sarah Bernhardt (Lemoine). Late, rose pink	1.50		.60
9.7	Solange (Lemoine). Late, pink and cream	2.50	1.50	1.00
9.0	Souvenir de A. Millet (Millet). Midseason, red		7.50	
9.1	Souvenir de Louis Bigot (Dessert). Midseason, rose pink	3.00	1.80	1.20
7.6	Souvenir de L'Exposition Universelle (Calot). Midseason, cherry	1.00		.50
8.2	Suzette (Dessert). Midseason, bengal pink		1.50	
9.8	Therese (Dessert). Midseason, pink	2.50		1.00
9.1	Thomas C. ThurLOW (ThurLOW). Midseason, flesh pink	10.00		4.00
9.4	Tourangelle (Dessert). Late, dainty pink	2.50	1.50	1.00
9.3	Walter Faxon (Richardson). Midseason, shell pink	2.50	1.50	1.00
7.8	Welcome Guest (Hollis). Midseason, pink	1.00		.50
8.8	W. F. Christman (Franklin). Midseason, pink	2.50		1.00
8.4	William F. Turner (Shaylor). Midseason, dark crimson	2.50		1.00
8.8	Wilton Lockwood (Shaylor). Midseason, rose pink	3.00		1.20

Japanese Peonies

Rating		5-Eye Divisions	1 Year Plants	Bonne- witz Divisions
8.5	Alma (Shaylor). Midseason, pink and canary yellow	1.50	1.00	.60
	Fuji-no-mine (Origin unknown). White	1.50		.60
9.2	Fuyajo (Origin unknown). Dark crimson	5.00		2.00
	Goddess (Kelway). The best rose color Japanese peony we have ever seen		5.00	
9.0	Henri Potin (Dorait). A new pink variety		3.00	
9.3	Isani Gidui (Origin unknown). The best white Japanese Peony	7.50	5.00	3.00
	Langport Hero (Kelway). A novelty which did not develop excellent flowers until it was four years old		3.00	
8.6	Mikado (Peterson). Red, the most widely distributed Japanese Peony	1.50		.90
	Noonday (Kelway). A rose color Japanese Peony of striking color	2.50		1.00
7.6	Petite Renee (Dessert). This variety often produces Japanese and Chinese forms of peonies on the same plant at the same time	1.00		.50

JAPANESE PEONIES

Rating		5-Eye Divisions	1 Year Plants	Bonnewitz Divisions
8.2	Seiriu Somae (Origin unknown). A good white Japanese Peony	1.50		1.00
9.0	Some-ganoko (Origin unknown). An excellent dark crimson Japanese Peony	2.50	1.50	1.00
	Soshi (Millet). Crimson. We introduced this variety into America several years ago, but we are not yet ready to give it our unqualified recommendation		4.00	
9.4	Tamate-Boku (Origin unknown). Pink. This variety, whose name has been spelled TAMAT-BA-KO for many years, is the best Japanese Peony of any color we have ever seen . .	15.00	9.00	6.00
8.9	Tokio (Origin unknown). Pink, good color and size		2.00	

Single Peonies

Rating		5-Eye Divisions	1 Year Plants	Bonnewitz Divisions
9.0	Helen (ThurLOW). Pink, a most valuable single peony	\$ 7.50	\$ 5.00	\$ 2.50
8.4	L'Etincelante (Dessert). Pink. Excellent as a landscape variety and as a show flower . . .	2.50	1.50	1.00
8.6	Le Jour (Shaylor). White. The most satisfactory variety of this color we have seen . . .	2.50	1.50	1.00
8.2	Mafeking (Kelway). Red. A good red variety	1.50	1.00	.75
8.9	Pride of Langport (Kelway). Pink. For many years this variety has been considered as the best pink single peony	4.00	2.00	1.60
	Pure Love (Kelway). White, large size	2.50		1.00

Oriental Poppies

ALL FIELD GROWN PLANTS

	Field Grown Plants
Edna Perry. Nearly salmon pink, Earlier than Mrs. Perry	\$ 1.00
Flanders. Crimson	1.00
Jeanne Mawson. The largest of the good pink varieties	1.75
King George. Scarlet	1.75
Lord Lambourne. Red with lacinated petals	1.00
Lula A. Neeley. The best red Oriental Poppy in the world	1.00
Masterpiece. A dull rose pink	1.00
Mrs. Perry. Similar to Edna Perry, but later	1.00
Proserpine. Red, earlier than Lula A. Neeley	1.00
Trilby. Red, very slow to multiply	4.00
Wurttembergia. Largest red	1.35

The Bonnewitz Gardens

Van Wert, Ohio

